### Gold Coast Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period		1, 2004 - 31, 2005	_	, 2005 - r 30, 2005	Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	3	100%	3	100%	3	100%
CHANNELS						
Colleges and Universities	1	33%	1	33%	1	33%
Community Based Organizations	3	100%	1	33%	2	67%
Community Clinic	2	67%	1	33%	2	50%
Community Youth	2	07 70	1	3370	2	3070
Organizations	2	67%	2	67%	2	67%
Faith/Church Sites	1	33%	1	33%	1	33%
Farmers' Markets	3	100%	3	100%	3	100%
Food Closets	0	0%	1	33%	1	17%
Grocery Stores	1	33%	1	33%	1	33%
Healthcare Facilities	2	67%	1	33%	2	50%
Healthy/Head Start	2	67%	2	67%	2	67%
Internet	1	33%	1	33%	1	33%
Parks, Recreation Centers	3	100%	2	67%	3	83%
Preschools	1	33%	2	67%	2	50%
Print Media	2	67%	3	100%	3	83%
Public Health Department	2	67%	3	100%	3	83%
Radio	1	33%	2	67%	2	50%
Restaurants	1	33%	0	0%	1	17%
Schools	3	100%	3	100%	3	100%
Senior Centers	1	33%	1	33%	1	33%
Soup Kitchens	0	0%	0	0%	0	0%
Television	0	0%	1	33%	1	17%
Tribal Organizations	0	0%	0	0%	0	0%
WIC Sites	2	67%	1	33%	2	50%
Worksites	1	33%	2	67%	2	50%
Other	1	33%	3	100%	2	67%

LOCAL TOTALS

### Gold Coast Local Contractors Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising LOCAL CONTRACTS	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	0	0	0	0	0	0
Radio						
paid radio ads	0	0	1	1,164,900	1	1,164,900
free radio ads	0	0	4	0	4	0
Print						
paid ads placed	0	0	0	0	0	0
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	1	4,000	1	4,000
free print ads on kiosks or posters	0	0	0	0	0	0
LOCAL TOTALS	0	0	6	1,168,900	6	1,168,900

### Gold Coast Local Contractors Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

	October	1, 2004 -	April 1	1, 2005 -	37 m . 1	
Reporting Period	March	31, 2005	Septembe	er 30, 2005	Year Totals	
Type of Advertising LOCAL CONTRACTS	Inputs 3	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
TV						
# Agencies that submitted media alerts or						
tip sheets to TV	1	n/c	3	n/c	4	n/c
# Media alerts or tip sheets submitted	1	n/c	6	n/c	7	n/c
# Agencies that submitted press releases	0	n/c	2	n/c	2	n/c
# press releases submitted	0	n/c	5	n/c	5	n/c
TV stories aired from releases	0	n/c	5	n/c	5	n/c
Total TV interviews conducted	0	n/c	6	n/c	6	n/c
TV stories from interviews	0	n/c	5	n/c	5	n/c
Total number of TV inputs	2	n/c	32	n/c	34	n/c
Radio				_		
# Agencies that submitted media alerts or						
tip sheets to radio	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	0	n/c	2	n/c	2	n/c
# Agencies that submitted press releases	1	n/c	2	n/c	3	n/c
# Press releases submitted to radio	0	n/c	3	n/c	3	n/c
Radio Stories from releases	0	n/c	0	n/c	0	n/c
Total # radio interviews conducted	1	n/c	2	n/c	3	n/c
Total # radio interviews aired	1	n/c	0	n/c	1	n/c
Total number of radio inputs	4	n/c	10	n/c	14	n/c
Print						
# Agencies that submitted media alerts or						
tip sheets to newspaper	1	n/c	2	n/c	3	n/c
# Media alerts or tip sheets submitted	2	n/c	9	n/c	11	n/c
# Agencies that submitted press releases	0	n/c	3	n/c	3	n/c
# Press releases submitted to print	0	n/c	15	n/c	15	n/c
Total print stories printed	0	n/c	11	n/c	11	n/c
Interviews with print outlets	4	n/c	3	n/c	7	n/c
Print Stories from interviews	2	n/c	3	n/c	5	n/c
Total number of print inputs	9	n/c	<b>4</b> 6	n/c	55	n/c
LOCAL TOTALS	15	n/c	88	n/c	103	n/c
n/a - not collected						
n/c = not collected Consumer Impressions may be duplicated of						

#### Gold Coast Local Contractors Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		-	, 2005 - r 30, 2005	Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	3		3			
# Feature Articles Submitted	3	n/c	0	n/c	3	n/c
Total Feature Stories Run	2	n/c	0	n/c	2	n/c
# Letters to Editor Submitted	1	n/c	3	n/c	4	n/c
Total Letters to the Editor Run	1	n/c	1	n/c	2	n/c
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
LOCAL TOTALS	<b>7</b>	n/c	4	n/c	111	n/c

n/c = not collected

# Gold Coast Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

April 1, 2005 -

October 1, 2004 -

Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	Total Number of Events /	Totals
Activity LOCAL CONTRACTS	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	of Events /	Total Consumer Impressions
Grocery Stores						
# taste tests at grocery stores	1	0	0	0	1	0
# grocery store tours	0	0	0	0	0	0
# other grocery promotions	3	54	15	805	18	859
Total Grocery Store Events	4	54	15	805	19	859
Farmer's Markets						
# farmer's market taste tests	5	250	1	175	6	425
# farmer's market tours	0	0	0	0	0	0
# other farmers market events	8	337	6	1,575	14	1,912
Total Farmers Market						
Events	13	587	7	1,750	20	2,337

Reach of Sales Promotions Activities continued on the next page

## Gold Coast Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period		October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	3		3				
Other Special Events							
# organized sports events	0	0	1	450	1	450	
# health fairs/festivals	2	300	10	2,375	12	2,675	
# community forums	0	0	2	550	2	550	
# federal food assistance	0	0	1	30	1	30	
# swap meets	0	0	0	0	0	0	
# open houses/back to school	2	300	10	1,110	12	1,410	
# speeches, conferences	1	1,500	2	500	3	2,000	
# of other events	3	1,292	6	156	9	1,448	
# radio remotes	0	0	0	0	0	0	
Total Special Events	8	3,392	32	5,171	40	8,563	
LOCAL TOTALS	25	4,033	54	7,726	79	11,759	

#### Gold Coast Local Contractors Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

D	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	i ear	1 Otais
Assistan	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
Activity LOCAL CONTRACTS	Activities 3	Impressions)	Activities 3	Impressions)	Activities	impressions
Classes and Trainings						
# nut ed classes conducted	457	10,197	244	5,938	701	16,135
# provider training classes	51	341	23	418	74	759
# pa-nut class	1	11	0	0	1	11
# "other" classes	0	0	153	2,784	153	2,784
Total Classes and Trainings	509	10,549	420	9,140	929	19,689
D. I. CM I.D I.G.I. A						

Reach of Network Personal Sales Activities for Locals on the following page

Reach of Perso		Coast Local			e 2 of 3)	
Reporting Period	October March 3	1, 2004 -	April 1,	, 2005 -	Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS  Materials Distributed	3		3			
Other Nutrition Materials, Non- Network Produced						
# Other Program curriculum previously developed	5,100	n/c	3,612	n/c	8,712	n/c
# Other Program promotional item previously developed	10,755	n/c	11,905	n/c	22,660	n/c
# Other Program flyers, newsletters previously developed	17,005	n/c	21,942	n/c	38,947	n/c
# Other Program other types of materials previously developed	2,000	n/c	6,631	n/c	8,631	n/c
Total Other Nutrition Materials, Non-Network Produced	34,860	n/c	44,090	n/c	78,950	n/c
n/c = not collected Reach of Network Personal Sales Ac	tivities for Loc	als on the follo	wing page			

## Gold Coast Local Contractors Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

Reporting Period	October March 3	•	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	3		3			
Food Stamp Materials						
Food Stamp Brochures	40	n/c	100	n/c	140	n/c
Food stamp awareness flyer	40	n/c	50	n/c	90	n/c
Food stamp recipes and tip sheets	0	n/c	0	n/c	0	n/c
CFPA food stamps work	0	n/c	0	n/c	0	n/c
To your health! food safety brochure	0	n/c	0	n/c	0	n/c
WIC materials	0	n/c	0	n/c	0	n/c
FSNEP, EFNEP materials	0	n/c	0	n/c	0	n/c
Summer Food Program information	0	n/c	1,100	n/c	1,100	n/c
USDA Eat Smart Play Hard	50	n/c	10	n/c	60	n/c
LIA FS or meal promotion flyer, fact sheet	0	n/c	0	n/c	0	n/c
Other info-educational materials	0	n/c	100	n/c	100	n/c
Total Food Stamp Materials	130	n/c	1,360	n/c	1,490	n/c
LOCAL TOTALS	35,499	10,549	45,870	9,140	81,369	19,689

n/c = not collected

### Gold Coast Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October March 3	1, 2004 - 31, 2005	_	, 2005 - r 30, 2005	Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	3	100%	3	100%	3	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	1	33%	1	33%	1	33%
Developed partnerships to work towards environmental change	3	100%	3	100%	3	100%
Developed, maintained school or community garden	1	33%	2	67%	2	50%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	1	33%	0	0%	1	17%
Improved food choices at functions	3	100%	2	67%	3	83%
Improved food choices in cafeteria	3	100%	1	33%	2	67%
Increased daily nutrition announcements	1	33%	2	67%	2	50%
Increased lighting, paths, times to promote biking and walking	0	0%	1	33%	1	17%
Initiated/Implemented salad bar program	2	67%	1	33%	2	50%
Limited access to high fat milk products	2	67%	1	33%	2	50%
Limited access to junk food	3	100%	3	100%	3	100%
Limited access to soda	3	100%	3	100%	3	100%
Made healthy snack carts available	1	33%	2	67%	2	50%
Replaced vending machine choices with healthier foods	3	100%	3	100%	3	100%
Worked to improve transportation from markets	0	0%	0	0%	0	0%

#### LOCAL TOTALS

Policy, Systems & Environment changes continue on the next page.

## Gold Coast Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period  Activity	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	3	100%	3	100%	3	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	1	33%	1	33%	1	33%
Passed regulations that decreased or eliminated soda	0	0%	0	0%	0	0%
Policy changes related to Food Security	0	0%	0	0%	0	0%
Ratified rules about serving healthier foods at events	1	33%	2	67%	2	50%
Ratified rules to promote physical activity	1	33%	0	0%	1	17%
Worked towards creating laws that banned sponsorship from competitive foods	1	33%	1	33%	1	33%
Worked towards or responded to policies about food stamps, food security to food banks	1	33%	1	33%	1	33%
Worked with groups for policy agenda	1	33%	1	33%	1	33%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	3	100%	3	100%	3	100%
Other environmental changes  LOCAL TOTALS	2	67%	3	100%	3	83%